

Best practice -I

Title of the practice

Fostering societal responsibility to bring up new citizens with empathy

INTRODUCTION

Social responsibility is a harmonious concept that mobilizes the creation of a better society for everyone. PSG College of Pharmacy encourages interested students to participate in community engagement programs organized by the visionary leadership of the institution. Student life is a pivotal checkpoint that connects various aspects of societal commitments to shape the identity of future citizens. Like every other adult, students have the responsibility to contribute to the society in a positive manner which helps in the betterment of the community. Apart from academics students are presented with various responsibilities which act like a blueprint to carry out their duties as a responsible citizen. This responsibility successively allows the students to be well aware of the social, ethical and environmental issues around them. The student social responsibilities encompass a plethora of concepts that define the actions that promote change in social settings, welfare of others and sustained lifestyle.

Objective

The objective of the programs indulge in improving Student Social Responsibility through

1. Engaging in Community building activities
 - Volunteering in institutional activities like conferences, workshops
 - Organising events that raise awareness on lesser known problems
 - Supporting the community by means of organising funds for Valarkarantal, health camps and NSS activities
2. Conscious about the environment:
 - Planting various saplings and crops of traditional importance
 - Conserving energy
3. Advocating for social rights:
 - Participating in events that support equality, inclusivity and human rights
 - Raising awareness about gender equality and gender related issues
4. Leadership and ethics:
 - Upholding honest and truthful practices with peers and lecturers
 - To apply classroom knowledge to field realities which enhances quality learning

Context

At PSG College of Pharmacy, fostering societal responsibility is a key aspect of developing well-rounded individuals who are empathetic, ethical, and proactive in positively impacting society. The institution aims to prepare students not only academically but also socially and ethically, equipping them with leadership skills and a strong sense of responsibility. Community engagement programs bridge classroom learning with real-world experiences, encouraging students to address pressing social, environmental, and ethical issues. Through activities focused on community building, sustainability, and social advocacy, students are empowered to become

compassionate leaders who contribute meaningfully to society. This approach nurtures empathy and ethics, preparing students to navigate and positively influence a rapidly changing world.

Practice

1. **VIKSIT BHARAT @2047 Program:** The NSS Unit of PSG College of Pharmacy organized the "VIKSIT BHARAT @2047" program, focusing on students' visions for India's future. A selfie booth and group discussion raised awareness on poverty, population control, and disaster management. Students from various programs actively participated in the event.
2. **General Medical Camp in Nallatipalayam:** Unnat Bharat Abhiyan (UBA) and the NSS Unit organized a General Medical Camp in Nallatipalayam, providing specialty services like gynecology, eye care, orthopedics, and pediatrics. Free medicines were provided, benefiting around 85 villagers, with active participation from Pharm D students and interns.
3. **Gandhi Jayanti Cleanliness Drive:** On Gandhi Jayanti, the NSS and UBA Units of PSG College of Pharmacy organized a cleanliness drive in Nallatipalayam village. Students from VI Pharm D and II Pharm D cleaned the government higher secondary school and surrounding areas, contributing to the village's cleanliness.
4. **Cancer Awareness Program:** An awareness program on cancer prevention, early detection, and symptoms was conducted through house visits, pamphlet distribution, role play, and chart explanations. The program educated 50 people about key aspects of cancer.
5. **Substance Abuse Awareness Program:** The NSS Unit and Valarkarungal Students Council of PSG College of Pharmacy organized an awareness program on substance abuse at PSG School, Vedapatti. Students educated 9th and 10th standard students on the harmful effects and preventive measures of substance abuse.
6. **Blood Donation Camp by Indian Pharmacy Graduates Association:** As part of the 62nd National Pharmacy Week, the Indian Pharmacy Graduates Association organized a blood donation camp at Coimbatore Medical College Hospital. NSS student volunteers from III B.Pharmacy and I Pharm D participated and received certificates for their contributions.
7. **Health Education and Medical Camp in Sundapalayam:** Students from B.Pharmacy and Pharm D cleaned, painted the Government Secondary School in Sundapalayam, and conducted health education on diabetes and blood pressure. A general medical camp provided services like eye checkups, ENT, and pediatrics, benefiting around 85 people.
8. **Blood Donation Camp at PSG Hospitals:** NSS and Valarkarungal Students Council volunteers donated blood at PSG Hospitals' blood bank, as part of a camp organized with Ayushman Bharat Yojana and Tamil Nadu State Government. Students from II Pharm D, I Pharm D, and I B.Pharmacy participated in the event.

9. **Pharmacist's Role in Health Management Awareness Program:** The Red Ribbon Club and NSS Unit organized an awareness program on the "Pharmacist's Role in Health Management" for pharmacy students. Experts from GSK Biopharma and Ajanta Pharma discussed the pharmacist's role in industry, hospital management, and general health care.

Evidence of success

1. **Community Building and Volunteering:**

Students regularly volunteer in various institutional activities such as conferences and workshops, contributing to the smooth organization of such events. This active involvement helps develop leadership and organizational skills while fostering a sense of responsibility. Students have successfully organized multiple workshops and events that raised awareness about lesser-known social issues, including mental health awareness, environmental sustainability, and education for underprivileged children.

2. **Support for Local Communities:**

The college's students have been instrumental in organizing fundraising events for *Valarkarantal*, a cause supporting underprivileged sections of society. These efforts have directly benefited several community-based health camps and NSS (National Service Scheme) activities, which have made a significant impact on public health and welfare.

3. **Environmental and Social Responsibility:**

Students have also actively contributed to environmental awareness and sustainability efforts on campus. Through initiatives like a plastic-free campus and tree planting activities, they have helped reduce the environmental footprint of the college. These projects are aligned with the institution's broader goal of promoting environmental responsibility among students.

3. **Leadership and Ethical Development:**

Students involved in these programs have demonstrated significant growth in their leadership and ethical decision-making. Their ability to balance academic work with community service, while advocating for social justice and equality, reflects a positive transformation into responsible, empathetic citizens. Alumni surveys have indicated that students who participated in these community engagement programs reported an increased sense of personal responsibility and a deeper commitment to ethical practices in their professional and personal lives.

Problems encountered

The main challenge faced was time constraints during academic classes, which limited the opportunity for students to fully engage in extracurricular activities. Balancing academic commitments with these activities proved to be difficult. This time limitation hindered the overall participation and involvement of students.